

## CLAIMS

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1. A vehicle for dynamically targeting content according to location-based information, said vehicle comprising:

5 a position determination system adapted to determine a position and a direction of travel of said vehicle;

a controller coupled to said position determination system;

a storage unit coupled to said controller, said storage unit adapted to store multiple items of content on board said vehicle; and

10 a display unit coupled to said storage unit, said display unit adapted to provide a changeable display viewable by an audience external to said vehicle;

wherein said controller selects content from said multiple items of content according to said position and said direction of travel; and

15 wherein said content selected according to said position is displayed on said display unit.

2. The vehicle of Claim 1 comprising:

a receiver coupled to said position determination system and adapted to receive transmitted position information used by said position determination

20 system to determine said position and said direction of travel.

3. The vehicle of Claim 2 wherein said position information is Global Positioning System (GPS) information.

4. The vehicle of Claim 3 wherein said position determination system comprises:

a digital compass adapted to determine said direction of travel using said GPS information; and

5 a satellite positioning system adapted to determine said position using said GPS information.

5. The vehicle of Claim 1 wherein said content selected is also selected according to a time of day.

10 6. The vehicle of Claim 1 wherein said multiple items of content stored on board said vehicle are updated with different content at periodic intervals.

15 7. The vehicle of Claim 1 wherein said controller is also adapted to measure an amount of time said content selected is displayed.

8. A method of dynamically targeting content according to location-based information, said method comprising the steps of:

20 a) determining a position and a direction of travel of a mobile vehicle, said vehicle having a changeable display viewable by an audience external to said vehicle;

b) selecting content from multiple items of content stored on board said mobile vehicle, wherein said content is selected according to said position and  
25 said direction of travel; and

c) displaying said content selected in said step b) on said changeable display.

9. The method as recited in Claim 8 wherein said step a) further  
5 comprises the step of:

receiving position information at said mobile vehicle, said position  
information for determining said position and said direction of travel of said  
mobile vehicle.

10. The method as recited in Claim 9 wherein said position  
10 information is Global Positioning System (GPS) information.

11. The method as recited in Claim 10 wherein said mobile vehicle  
comprises a position determination system comprising a digital compass  
15 adapted to determine said direction of travel using said GPS information and a  
satellite positioning system adapted to determine said position using said GPS  
information.

12. The method as recited in Claim 8 wherein said content selected is  
20 also selected according to a time of day.

13. The method as recited in Claim 8 wherein said multiple items of  
content stored on board said mobile vehicle are updated with different content  
at periodic intervals.

14. The method as recited in Claim 8 comprising the step of:  
d) measuring an amount of time said content selected is displayed.

- 5 15. A method of dynamically targeting content according to location-based information, said method comprising the steps of:  
a) loading multiple items of content into a storage unit on board a mobile vehicle;  
b) selecting an item of said content according to a position and a  
10 direction of travel of said mobile vehicle and a time of day; and  
c) displaying said item of said content on a changeable display viewable by an audience external to said mobile vehicle.

- 15 16. The method as recited in Claim 15 wherein said step b) further comprises the step of:  
receiving position information at said mobile vehicle, said position information for determining said position and said direction of travel.

- 20 17. The method as recited in Claim 16 wherein said position information is Global Positioning System (GPS) information.

18. The method as recited in Claim 17 wherein said mobile vehicle comprises a position determination system comprising a digital compass adapted to determine said direction of travel using said GPS information and a

satellite positioning system adapted to determine said position using said GPS information.

19. The method as recited in Claim 15 comprising the step of:
- d) measuring an amount of time said content is displayed.

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